Electrolux
Used in Europe for over 80 years.

laundry collection

Clean by
Design

introducing the new premium Laundry Collection from Electrolux.

amazing performance.

The premium Electrolux laundry collection delivers **ingenious features** designed to help consumers do it all.

From the **largest capacity** washer and dryer[1] and the **fastest wash and dry times**[2] that help consumers keep up with the family's wardrobe changes — to the **cleanest front-load wash**[3] and **eco-friendly** wash cycles that save energy and water. Plus, bold new colors that make a splash in the laundry room.

what's new – all the 2009 advantages, plus new innovations for 2010!

UPDATED Wave-Touch™ Controls

Industry's Largest Capacity[1]

NEW Expert Care™ Wash System.

NEW NSF Certified Allergen Option

Most Energy Efficient Washer[4]

IMPROVED Fast Wash Cycle - 15 mins. and Fast Dry Cycle - 14 mins.

NEW Fast Sanitize Cycle

NEW Fast Steam Cycle

NEW Eco-Friendly Option

NEW Anti-Viral Cycle

NEW Shrink Guard Option

NEW One Directional Door Glass

NEW Max Fill Option

NEW Delay Start for Dryers

NEW Line Dry Option

Extended Fresh Option

IMPROVED 1400 rpm on washers

NEW Specialty Cycles

NEW Freshwater Rinse Option

IMPROVED Mold-Mildew Options

INCREASED Airflow Rate - Industry leading 200 cfm airflow provides increased exhausting of water vapor from the drum.

[1]Based on manufacturer specifications.
[2]Fastest time based on smallest load/Fast Wash and Fast Dry cycles selected for various load compositions.
[3]Based on AHAM washability test protocol for leading brand front-load washers with normal cycle times less than 60 minutes.
[4]Energy efficiency based on current DOE Federal minimum standard for washers based on MEF.

top 5 Washer & Dryer Features

WASHER

1 Cleanest Front-Load Wash[1]

Our front-load washer offers exclusive technology that gets clothes the cleanest.

Advanced Rinsing Technology showers the clothes with fresh, clean water in the final stages of the rinse to provide more effective rinsing.

2 Largest Capacity Washer[2]

Wash the most in one load with 5.1 cu. ft. capacity.

3 Perfect Balance™ System

No other washer has less vibration.[3] State-of-the-art technology keeps even oversized wash loads balanced for smooth, quiet operation. Perfect for installation upstairs – even near bedrooms.

4 Eco-Friendly

Gentle on the environment and on clothes, with wash cycles that are up to 83% more energy-efficient[4] and use 56% less water.[5]

5 Fastest Wash Time[6]

15 minutes to wash — so consumers' clothes are ready before they are.

DRYER

1 Largest Capacity Dryer[2]

Dry the most in one load with 8.0 cu. ft. capacity.

2 Gentlest Drying

Our Gentle Tumble™ Drying System is the most gentle on clothes.

3 Industry's Only 4-Way Ducting

125' duct length provides installation flexibility.

4 Fastest Dry Time[6]

14 minutes to dry — so consumers' clothes are ready before they are.

5 Perfect Steam™ Dryer

The latest technology removes wrinkles and freshens clothes - can be used with select cycles.

[1]Based on AHAM washability test protocol for leading brand front-load washers with normal cycle times less than 60 minutes. [2]Based on manufacturer specifications. [3]As tested on conventional wood floor construction with vinyl floor covering. [4]Energy efficiency based on current DOE Federal minimum standard for washers based on MEF. [5]Water savings based on DOE ENERGY STAR® energy-savings calculator. [6]Fastest time based on smallest load/Fast Wash and Fast Dry cycles selected for various load compositions.

new Energy-Saving Features

Gentle on the environment and on clothes

- Wave-Touch™ washer is 83% more energy-efficient[1] and uses 56% less water.[2]
- IQ-Touch™ washer is 75% more energy-efficient[1] and uses 56% less water.[2]

[1]Energy efficiency based on current DOE Federal minimum standard for washers based on MEF. [2]Water savings based on DOE ENERGY STAR® energy-savings calculator.

NEW Expert Care™ Wash System

A unique programmed wash action that uses up to 10 combinations of wash speeds, clothes rotation, wash time and pause to soak time for everything you wash. Up to 30% less time, water and energy usage. More efficient mixing of detergent, water and clothing cleans more effectively while using less water.

IMPROVED RPMs in the Washer

NEW Eco-Friendly Option

Reduces the temperature of the wash/dry portion of the cycle. Adds extra spin time into the washer to improve drying time and energy usage. Dryer reduces temperature by cycling heating element, reducing energy.

NEW Line Dry Option

Uses the industry leading 200 CFM blower to dry the clothing without heat, saving you money. Saves up to 50% energy versus a normal dry cycle.

NEW Dryer Delay Start Option

Delay start up to 12 hours to takes advantage of the off-peak hours.

new Health & Hygiene Features

NEW NSF-Certified[1] Allergen Option

Uses heated water and fresh water rinsing to kill and remove up to 95% of items that can cause allergies.

NEW Deep Clean Sanitize and Anti-Viral Cycles

Adds hot water and heat to the wash cycle to kill 99.9% of viruses in wash load, even some forms of the flu and H1N1. Deep Clean Sanitize cycle is NSF certified to sanitize and kill 99.9% of common household bacteria.

NEW Fast Sanitize Wash Cycle

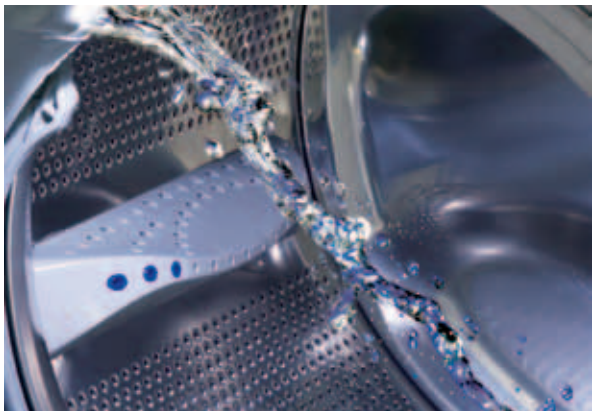
Fast Wash cycle is used in combination with Steam Sanitization to clean and sanitize a full load in under an hour.

NEW Fresh Water Rinse Option

Adds a third fresh water rinse that bypasses the dispenser reducing the amount of detergents and additives left in the wash load after the cycle. Available with any cycle.

IMPROVED Mold and Mildew Options

Linen Scented Anti-Microbial Bellow - Reduces mold and mildew growth on the bellow. **Clean Washer Cycle -** Uses constant one directional agitation with a higher water level to ensure that all parts of the interior of drum are covered. **Extend Fresh -** Runs washer through an extra rinse every 4 hours for up to 12 hours to keep clothes fresh after washing.



[1]Washer only; certification not available on dryer.

new Cycles & Options

NEW Stain Pretreat Option

Initial fill with detergent and cold water to prevent protein stains from setting. Heater is activated elevating temperatures to over 100 degrees to remove non-protein based stains.

Use in addition to Prewash for the toughest stains. Removes the toughest stains and makes whites whiter. Available with any cycle.

IMPROVED Fast Wash and Fast Dry Cycles[2]

Wash and dry a load in under 30 minutes with 15 minute wash and 14 minute dry cycles.

NEW Specialty Cycles

Unique cycles programmed to fit specific consumer needs for specific cycles:

1. Jeans
2. Fast Sanitize (washer only)
3. Stuffed Animals
4. Pet Beds
5. Clean Washer
6. Steam Prewash (washer only)
7. Kids Wear
8. Fast Steam (washer only)
9. Wool
10. Warm Up (dryer only)
11. Air Clean (dryer only)
12. Comforter (dryer only)

NEW Shrink Guard/Shape Saver

Shrinking occurs in the washer, then the dryer sets the shrinkage. Initial shrinking occurs after the spin cycle when the clothes are stretched and deformed in the washer.

The washer uses “extended tumble” to relax the fabrics to prevent distortion/shrinking before transfer into the dryer.

NEW Max Fill Option

Adds more water to the fill portion of the cycle for larger loads.

The higher fill allows for a more gentle wash that is easier on clothing.

Better wash performance on some cycles. Available with any cycle.

NEW Anti-Static Option

Allows steam to be added to the dryer at the end of the cycle to keep items from over drying, creating static. The steam is just enough to prevent the static cling without rewetting the clothing.

Consumers use dryer sheets for static removal, scent and softening.

Over 50% of consumers use liquid fabric softener and do not get the added benefit of static removal.

Available only on steam dryers.

[2]Fastest time based on smallest load/Fast Wash and Fast Dry cycles selected for various load compositions.

Perfect Feature™ Collection

Perfect Steam™ Washer

Add steam to select wash cycles to gently deep clean clothes for whiter whites, better stain removal. Plus, clothes come out with less wrinkles. The "Add Steam" option can be used with 13 select cycles like normal, whites and fast.

1. The water is heated for 11 minutes to boiling to create steam.
2. Steam created below the drum naturally rises, penetrating deeper into fibers. Competitors introduce steam in the top, allowing a portion to rise immediately out of the tub.
3. The drum tumbles for 9 minutes to allow tub temperature to rise.
4. Available in most cycles, the Steam option is inserted between the wash and rinse portion of the cycle for optimum performance.

Drain . Detergent Fill Agitation . Drain . Spin	Steam Fill Turn On Heater	Bleach Fill . Agitation . Drain . Spin Fab Fill . Agitation . Drain . Spin

benefits of steam (washer)

- **Better stain removal** with less risk of setting stains
  – Protein based stains can be set by introducing steam early in cycle.
- **Whites will be whiter** with higher bleach temperature.
- **Less wrinkles** by introducing steam prior to final rinse.
- **Better color retention** by adding steam to wet clothing.
  – Colors may fade when steam is introduced on dry clothing.

Perfect Steam™ Dryer

The latest technology removes wrinkles and freshens clothes – can be used with select cycles.

1. A fine mist of cold water is directly injected into the dryer drum.
2. As the mist combines with heated drum and garments, water evaporates, creating steam.
3. As water is converted to steam, it expands up to 1700 times its size, forcing out odors, reducing wrinkles and reducing static electricity.

Perfect Balance™ System

- **Best Vibration Control**[1] performance in the industry.
- **Quietest in its Class**[1] – oversized wash loads stay perfectly balanced for smooth, quiet operation.
- **The Most Installation Options** – allow the consumer to install it on the second floor of the home.
- Installation Check Cycle – electronically confirms the washer is in perfect balance and ready to wash every time. Automatically adapts the washer to any solid floor surface.
- Perfect Balance™ Program – proprietary software senses unbalanced load and redistributes laundry.
- Suspension Design – minimizes forces transmitted to the cabinet and controls movement of components within the cabinet.
- Six-Point Suspension – four dual-stage dampers and two springs reduce vibration.
- Vibration Elimination System with Mass Damper Technology – **EXCLUSIVE** engineered gel pad and mass damper dissipate energy to reduce cabinet vibration.
- Intelligent Adaptation System – electronic sensors detect resonance zone so system can adapt spin profile to avoid high vibration.

[1] As tested on conventional wood floor construction with vinyl floor covering.

Electrolux Laundry Collection

Model numbers and colors

Wave-Touch™ Controls

Controls activate with the touch of a finger, offering the most wash and dry cycles/options[1] — including three 'My Favorite' settings and a wash stain menu with 21 settings. Trilingual – English, Spanish or French.

Wave-Touch™, Steam Washers:
EWFLS65IIW
EWFLS65ISS
EWFLS65IMB
EWFLS65ITS
EWFLS65IRR

Wave-Touch™, Steam Dryers:
EWMED65HIW (Gas EWMGD65HIW)
EWMED65HSS (Gas EWMGD65HSS)
EWMED65IMB (Gas EWMGD65IMB)
EWMED65HTS (Gas EWMGD65HTS)
EWMED65IRR (Gas EWMGD65IRR)

IQ-Touch™ Controls

The control panel offers all the cycles/options consumers need, including a 'My Favorite' setting.

IQ-Touch™, Non-Steam Washers:
EIFLW55HIW
EIFLW55HMB

IQ-Touch™, Non-Steam Dryers:
EIED55HIW (Gas EIGD55HIW)
EIED55HMB (Gas EIGD55HMB)

IQ-Touch™, Steam Washers:
EIFLS55IIW
EIFLS55IMB
EIFLS55IRR

IQ-Touch™, Steam Dryers:
EIMED55IIW (Gas EIMGD55HIW)
EIMED55IMB (Gas EIMGD55HIMB)
EIMED55IRR (Gas EIMGD55HRR)

Pedestal Drawers

store even more.

Our pedestal drawers take our appliances to new heights and help organize the entire laundry room. They're perfect for storing laundry supplies, extra towels, cleaning supplies and more.

- Tallest storage.*
- Largest usable capacity.*
- Available in: Red Hot Red, Mediterranean Blue, Turquoise Sky, Silver Sands and Island White.

Pedestal Drawers EPWD15

*Based on manufacturer specifications.

Available in:

Red Hot Red

Mediterranean Blue

Turquoise Sky

Silver Sands

Island White

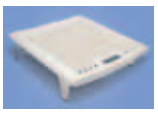
Laundry Accessories

Universal Dryer Cord S3090-1010

Has both three- and four-wire, closed eyelet cords available. 30-amp capacity and UL listed. Easy and safe to hook up.

Steam Dryer Y-Connector 137016700

Easily connects steam dryer to existing washer water supply. (Wave-Touch™ models only.)



Drying Rack 134912700

For stationary drying of shoes, knitwear and delicates. Easily installs in the dryer drum.

LP Conversion Kit 134709300

Convert the dryer from natural gas to liquid propane with this conversion kit.

Universal Dryer-to-Vent Hood S5303310255

Installation requires no tools, clamps or tape. Fire-resistant, semi-rigid aluminum. Fits most major manufacturer brands. Measures 8' long and 4" in diameter.

6' Stainless Steel Washer Fill Hose 5304416562

Makes installation a snap. Can be used with both hot and cold water. Fits all washers and includes rubber washers. Order two for complete installation.

Stacking Kit 134700400

Easy-to-use stacking kit saves valuable floor space by conveniently attaching the dryer to the top of the washer.

Electrolux washer and dryer model numbers and colors

Wave-Touch™, Steam Washers:
EWFLS65IIW
EWFLS65IMB
EWFLS65ITS
EWFLS65IRR

Wave-Touch™, Steam Dryers:
EWMED65HIW (Gas EWMGD65HIW)
EWMED65HSS (Gas EWMGD65HSS)
EWMED65IMB (Gas EWMGD65IMB)
EWMED65HTS (Gas EWMGD65HTS)
EWMED65IRR (Gas EWMGD65IRR)

IQ-Touch™, Non-Steam Washers:
EIFLW55HIW
EIFLW55HMB

IQ-Touch™, Steam Washers:
EIFLS55IIW
EIFLS55IRR
EIFLS55IMB

IQ-Touch™, Non-Steam Dryers:
EIED55HIW (Gas EIGD55HIW)
EIED55HMB (Gas EIGD55HMB)

IQ-Touch™, Steam Dryers:
EIMED55IIW (Gas EIMGD55HIW)
EIMED55IMB (Gas EIMGD55HIMB)
EIMED55IRR (Gas EIMGD55HRR)

Wave-Touch™ Models Available in:

IQ-Touch™ Models Available in:
RR MB IW

Tear off card at perforation.

Name and address are required for processing

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 27 NEWTON, IA

POSTAGE WILL BE PAID BY ADDRESSEE

ART A LA CARTE/ELECTROLUX PROGRAM
P.O. BOX 927
NEWTON, IA 50208-9962

Electrolux washer and dryer top five features pocket card

WASHER TOP FIVE

1. **Cleanest Front Load Wash[1] –** Exclusive technology that gets clothes the cleanest.
2. **Largest Capacity Washer[2] –** Wash the most in one load with 5.1 cu. ft. capacity.
3. **Perfect Balance™ System –** No other washer has less vibration.[3]
4. **Eco-Friendly –** Up to 83% more energy-efficient[4] and use 56% less water.[5]
5. **Fastest Wash Time[6] –** 15 minutes to wash.

DRYER TOP FIVE

1. **Largest Capacity Dryer[2] –** Dry the most in one load with 8.0 cu. ft. capacity.
2. **Gentlest Drying –** Our Gentle Tumble™ Drying System is the most gentle on clothes.
3. **Industry's Only 4-Way Ducting –** 125' duct length provides installation flexibility.
4. **Fastest Dry Time[6] –** 14 minutes to dry.
5. **Perfect Steam™ Dryer –** The latest technology removes wrinkles and freshens clothes.

[1]Based on AHAM washability test protocol for leading brand front-load washers with normal cycle times less than 60 minutes. [2]Based on manufacturer specifications. [3]As tested on conventional wood floor construction with vinyl floor covering. [4]Energy efficiency based on current DOE Federal minimum standard for washers based on MEF. [5]Water savings based on DOE ENERGY STAR® energy-savings calculator. [6]Fastest time based on smallest load/Fast Wash and Fast Dry cycles selected for various load compositions.

Tear off card at perforation.

◉◉◉ gift redemption card - laundry challenge

Write in your correct challenge answers and choose your gift before mailing this postcard.

1) _____ 2) _____ 3) _____ 4) _____ 5) _____ 6) _____

☐ **Gift 1** Quality stainless steel spoon

☐ **Gift 2** Quality roller ball pen with solid brass cap and barrel

District Mgr. Name _____ Store Location _____ Store No. _____

This will be your address label — do not detach. Please print clearly.

SHIP TO: **FROM: Art A La Carte/Electrolux Program • P.O. Box 927 • Newton, IA 50208-9962**

Name _____

Address _____

City _____ State _____ Zip _____

Electrolux appliance challenge

Test your knowledge of Electrolux Washers and Dryers. Correctly answer each of the questions on this challenge, then complete the postcard below with your personal information (**must complete all information fields for processing**), challenge answers and indicate your choice of gift. Mail the postage-paid card and receive your gift within 2-3 weeks.

1) Electrolux Washers and Dryers can wash and dry one load in how many minutes?
- a. 28 minutes
- b. 29 minutes
- c. 30 minutes

2) The benefits of steam in Perfect Steam™ Washers are:
- a. Whiter whites, better stain removal and less wrinkles
- b. Colorfastness, better stain removal and less wrinkles
- c. Whiter whites, faster cycle times, better stain removal

3) Perfect Steam™ Dryers inject a fine mist of cold water into the hot drum to create steam.
- a. True
- b. False

4) How energy-efficient are Electrolux Washers?
- a. Wave-Touch™: 83% more energy-efficient and use 56% less water. IQ-Touch™: 75% more energy-efficient and use 56% less water.
- b. Wave-Touch™: 70% more energy-efficient and use 56% less water. IQ-Touch™: 65% more energy-efficient and use 56% less water.

5) How does the new Expert Care™ Wash System more efficiently mix detergent, water and clothing?
- a. A programmed wash action that uses up to 10 combinations of wash speeds, clothes rotation, wash time and pause to soak time.
- b. A programmed wash action that uses up to 3 combinations of wash speeds, clothes rotation, wash time and pause to soak time.
- c. A programmed wash action that uses up to 10 combinations of wash speeds, super-heated steam, wash time and pause to soak time.

6) How does the anti-static option on the Electrolux dryer prevent static cling?
- a. Built-in dryer sheets.
- b. Steam is added at the end of the cycle.
- c. Grounded wiring.

7) Electrolux Pedestal Drawers have the tallest storage and largest usable capacity?
- a. True
- b. False

Laundry Step-Up Features

Washer Signature Features

- Wash the Most in One Load - Largest Capacity[1]
- 15 Minutes to Wash - Fastest Wash Time[2]
- Cleanest Wash[3]
- Industry's Only Consumer Reversible Door
- Least Vibration[4]
- Quietest Wash

Dryer Signature Features

- Dry the Most in One Load - Largest Capacity[1]
- 14 Minutes to Dry - Fastest Dry Time[2]
- Gentlest Drying
- Industry's Only 4-Way Gas Venting with 125 ft. Duct Length

WASHER FEATURES	IQ-TOUCH™	WAVE-TOUCH™
Wave-Touch™	–	✓
IQ-Touch™	✓	–
Capacity IEC 4.7 Cu. F.	✓	✓
Display Type	2" LCD	3" Navigable LCD
Integrated Stain Guide	No	Yes (22 Selections)
Luxury-Design™ Lighting	✓	Plus On/Off Switch
Luxury-Quiet™ Sound Package	52 db	50 db (Quietest in Class)
Max Delay Start Hours	14 Hours	22 Hours
Maximum Spin Speed	1200 RPMs	1350 RPMs
Perfect Balance	✓	✓
Trilingual (English, Spanish, French)	–	✓
No. of 'My Favorites' Cycles	1	3
No. of Cycles	11	56
Wash Rinse Temp Selections	5	6
Spin Speed Selections	5	6
Soil Level Selections	5	6
Second Floor Guarantee	✓	✓
Perfect Steam™ (select colors)	✓	✓
NSF Certified Sanitation Cycle	✓	✓

DRYER FEATURES	IQ-TOUCH™	WAVE-TOUCH™ PERFECT STEAM™
Wave-Touch™	–	✓
IQ-Touch™	✓	–
Display Type	2" LCD	3" Navigable LCD
Trilingual (English, Spanish, French)	–	✓
Perfect Tumble™ Reversing Drum	–	✓
Gentle Tumble™ Non-Reverse Drum	✓	–
Perfect Steam™ System	✓	✓
No. of Cycles	10	11
No. of 'My Favorites' Cycles	1	3
Timed Dry Minutes	75	90
No. of Temperature Selections	5	7
No. of Dryness Levels	4	6
NSF Certified Sanitation Cycle	✓	✓
4-Way Dryer Venting	✓	✓

[1]Based on manufacturer specifications. [2]Fastest time based on smallest load/Fast Wash and Fast Dry cycles selected for various load compositions. [3]Based on AHAM washability test protocol for leading brand front-load washers with normal cycle times less than 60 minutes. [4] As tested on conventional wood floor construction with vinyl floor covering.

Electrolux Major Appliances, N.A.

USA • 250 Bobby Jones Expressway • Augusta, GA 30907 • 1-877-4electrolux (1-877-435-3287) • **electroluxappliances.com**
CANADA • 5855 Terry Fox Way • Mississauga, ON L5V 3E4 • 1-800-668-4606 • **electroluxca.com**

High standards of quality at Electrolux Major Appliances mean we are constantly working to improve our products.
We reserve the right to change specifications or discontinue models without notice.

Form No. E10FLLPKC 8/10 © 2010 Electrolux Home Products, Inc. Printed in the U.S.A.